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ATO Japan Highlights U.S. Agriculture on Thanksgiving TV Special

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Report Highlights:

ATO Japan teamed up with U.S. Ambassador to Japan, John Roos, and U.S. cooperators to showcase American agriculture and cuisine to a wider Japanese audience. The thanksgiving TV special, scheduled to air a total of five times, contributed an estimated \$688,837 in media coverage. Thanks to the popularity of the episode visits to the myfood.jp website jumped to an all time high. The recipes and production of the show were sponsored in great part by Japan's Global Based Initiatives (GBI) "myfood.jp" and the "V5 Healthy Eating Campaign."

ATO Japan Highlights U.S. Foods and Agriculture on Thanksgiving TV Special and boosts hits to the

Myfood.jp website:

In September 2010, ATO Japan worked in collaboration with U.S. Ambassador to Japan, John Roos, his wife Suzie Roos, and ATO Director, Steve Shnitzler and his wife, U.S. industry representatives and the Embassy's Public Affairs office to film a segment of the local TV show called "A Table of Embassy." The TV show highlights foods from different countries with diplomatic representation in Japan and is very popular in Japan, with about one million viewers per episode. Through the ATO supported global broad-based initiatives (GBI) myfood and V5, ATO Japan worked with the Ambassador's Residence Staff to create a Thanksgiving Day menu using recipes featuring American products that are readily available in the Japanese market. This allowed the opportunity to showcase U.S. cooperator-sponsored products, highlight American agriculture, and bring a taste of traditional American cuisine to a wider Japanese audience. The Thanksgiving episode, aired by the Japanese TV Station BS Fuji, ran several times throughout November and is scheduled to air again in January 2011. The success of the show and the ability of ATO Japan's media team to foster a great relationship with a Japanese TV company will continue to provide opportunities for future collaborations.



Ambassador Roos Family accompanied by Japanese TV hosts.

The TV episode consisted of three parts. The first section included a cooking demonstration in which the Ambassador's wife, Susie Roos, the Residence's Sous Chef, and the TV female host prepared the different recipes included in the menu. ATO Japan worked closely with the Embassy's Public Affairs Office and drafted talking points to highlight interesting aspects, such as health benefits and state of origin, of each of the American food products featured in the show. In the second section, the Ambassador's Family and the Shnitzler family sat down with the TV hosts to enjoy a thanksgiving dinner where they talked about the American celebration of Thanksgiving and the dishes they usually enjoy. Both Ambassador Roos and Mrs. Roos come from strong agriculture-producing states, California and North Dakota, respectively so they were eager to talk about the products and traditions of their States. In the third segment, ATO Director Steve Shnitzler sat down with the TV male host and introduced the audience to a variety of California wines, dried fruits, and a variety of U.S. craft beers. Steve also presented a variety of artisan cheeses which are gaining great popularity in Japan. Lastly, responding to wide Japanese interest, Steve also talked about Native American cuisine and presented a wild-rice dish that was showcased during the Thanksgiving dinner.

U.S. Cooperator Participation:

The thanksgiving recipes highlighted during the TV show provided a national platform to promote about

eighteen U.S. cooperator-sponsored products. Their active participation greatly contributed to the show's success. For example, USAPEEC contributed two turkeys, one for filming, and another for eating. Other participating U.S. cooperators included the Alaskan Seafood Marketing institute who donated king crab; the California Almond Board, and the U.S. Dairy Export Council. The Cranberry Marketing Institute contributed video footage showing the U.S. cranberry harvesting process while Mrs. Roos was demonstrating her homemade cranberry sauce during the cooking portion of the show. In-country distributors of U.S. products such as Foznick Group distributing Washington wines, and Costellation Company distributing California wines, and U.S. companies such as Oceanspray, Dole Japan, also contributed to the event. Other U.S. products featured included broccoli, pecans, prunes, raisins, walnuts and wild rice.



Media Coverage:

On November 6, 2010, the Japanese newspaper *Yomiuri* ran an inside-page article in its TV guide section highlighting the Thanksgiving TV program and reported the show would introduce traditional American recipes and an “up close and personal” look at Ambassador Roos and his family. The article contributed an estimated media value of about \$70,700 (¥5.8 million.) On November 14, 2010, a second article covering the show appeared on the Japanese newspaper *Asahi*, contributing \$44,000 (¥3.6 million) in media value. In addition, the Japanese BS Fuji TV station reaches about 7 million viewers, with about 1 million following the popular “A table of Embassy” TV show. The thanksgiving episode, scheduled to air a total of five times, contributed a media value of \$536,585 (¥44 million). The current total estimated media value for this activity (including printed and on-line media) is \$688,837.



Thanksgiving TV special Boosts Visits to myfood.jp:

Since its re-launch in 2009, visits to the myfood.jp website, a Global-Based Initiative (GBI) currently supported by ATO Japan, have averaged about 25,000 to 30,000 hits a month. ATO Japan has continuously looked for ways to increase awareness of the website among Japanese consumers. Correspondingly, when the

opportunity came to participate in the popular Japanese TV show "A Table of Embassy," ATO Japan and the myfood team made sure to utilize it at its fullest. During the cooking segment of the show, both Mrs. Roos and the female TV-host sported "myfood.jp" aprons. In the weeks ahead of the first airing, myfood.jp featured its first streaming video showing the making of "A Table of Embassy" TV show. When the show aired, myfood.jp appeared several times on screen as the source for the featured recipes and other American foods. ATO Japan translated the recipes into Japanese and adapted measurements to suit Japanese-style ovens. Then, throughout the month of November, the recipes highlighted on the show were posted under the myfood.jp's recently added "Recommended Recipes" section. This section alone received over 2,400 hits. Additionally, myfood.jp was allowed to link from the Japanese TV company's website. As a result, visits to myfood.jp jumped to an all time high during the month of November to 46,697 hits. The ATO Japan's myfood.jp team will continue to seek opportunities to reach wider Japanese audiences and highlight American foods.